GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:1086
ANSWERED ON:21.07.2017
Motherâ€™s Absolute Affection Campaign
Arunmozhithevan Shri A.

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government has launched a Nationwide breast feeding campaign called Mother's Absolute Affection which is expected to reduce infant mortality;

(b) if so, the details thereof;

(c) whether it is fact that breast feeding is crucial to reduce IMR and neonatal deaths and prevent malnutrition, if so, the details thereof;

(d) whether it is true that breast feeding also helps in reduction of obesity and deaths among women from breast cancer; and

(e) if so, the details thereof?

Answer

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI FAGGAN SINGH KULASTE)
(a) & (b): Yes. Government has launched a nationwide breastfeeding campaign called "Mothers' Absolute Affection" on 5th August, 2016.

â€¢ The goal of this programme is to revitalize efforts towards promotion, protection and support of breastfeeding practices through health systems to enhance breastfeeding rates.

â€¢ The key components of the programme are awareness generation, community level interventions, health facility strengthening and monitoring.

â€¢ The following strategies have been formulated for implementation of the programme:
? Mass awareness generation in community regarding appropriate breastfeeding practices and adverse effect of feeding the baby with infant milk substitutes through Mass media and Mid media
? Capacity building of the health service providers and programme managers for providing skilled support for breastfeeding at health facilities.
? Capacity building of community health workers, namely ASHAs, AWWs & ANMs on breastfeeding and community dialogue by ASHAs through mother' meetings, as well as lactation support and interpersonal communication by skilled ANMs at VHNDs/sub-centres.

? Monitoring and Award/recognition of best baby friendly facilities.

â€¢ Dedicated funds are being allocated to States/UTs for the implementation of MAA programme.

(c): Yes. Early initiation of breast feeding within the first hour of birth in addition to exclusive breastfeeding for first six months of life can cut down 22 percent of all neonatal deaths. Breastfeeding provides optimal nutrition to the child and prevents infection as well as malnutrition. It has a protective effect against childhood obesity.

(d) & (e): Yes. Breastfeeding also promotes post-partum weight loss of lactating mothers and reduces the risk of breast cancer in them.

Studies have shown greater weight loss or fat loss in women who breastfed longer, particularly at 3 to 6 months post partum, and the degree of breastfeeding enhances the rate of weight loss post partum. According to a study published in The Lancet in 2016, for nursing women, breastfeeding gave protection against breast cancer.